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MIDCO

THE PERFECTLITE FOR COMFORTABLE SEEING

Desk Lamps Boy

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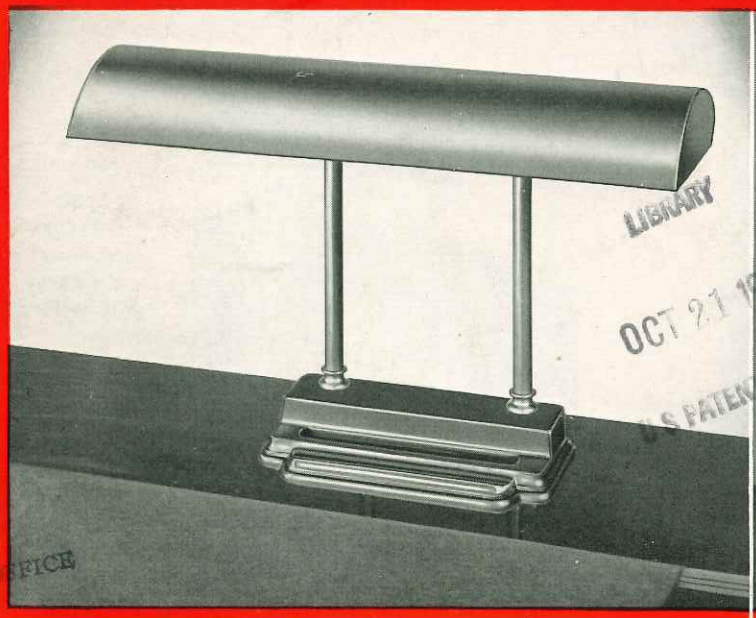
Nothing could be finer



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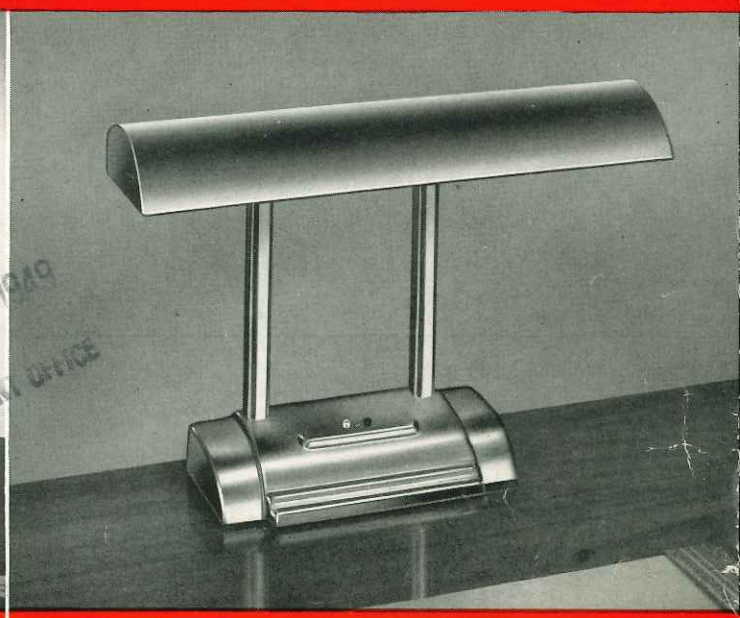
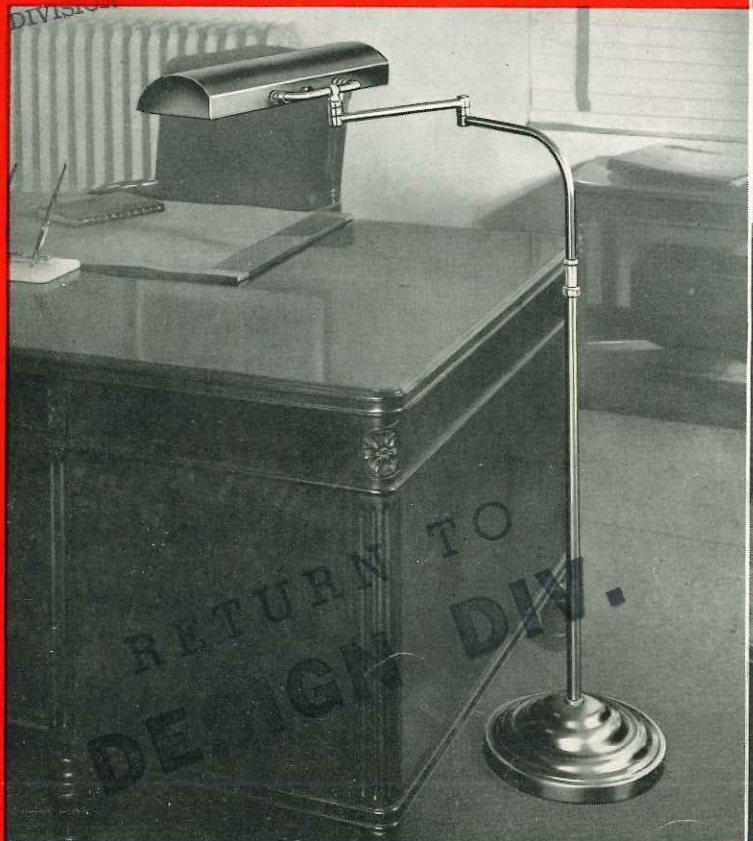
4900 SERIES DESK LAMP



4200 SERIES DESK LAMP

2000 SERIES ADJUSTABLE-ARM FLOOR LAMP



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1006 SERIES ADJUSTABLE-ARM DESK LAMP

MIDCO *adjustable clamp-on lamp*

MIDCO the Perfectlite Clamp-on models combine the practical in mechanical application and lighting efficiency with contemporary styling for good appearance. While applicable to most supplementary lighting requirements, they are primarily designed and ideally suited for applications in offices where uniformity in appearance, dependable operating service and good lighting are prime requisites. Lighting levels up to 90 and 200 foot candles are obtained with the single and two-tube models respectively.

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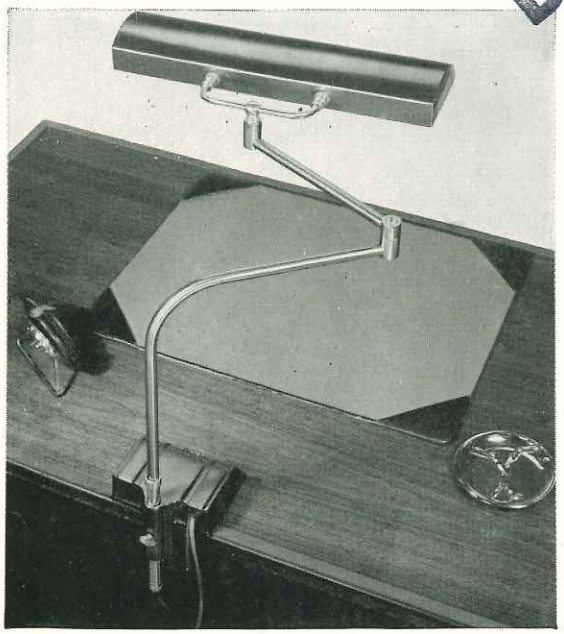
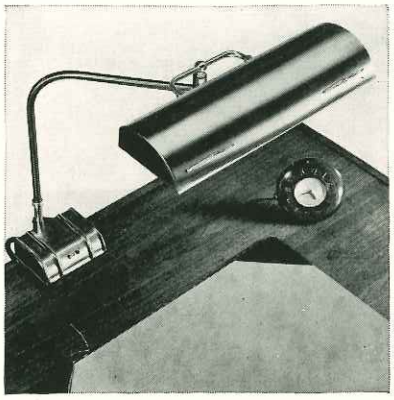
SPECIFICATIONS . . . Clamp-on Models

MODEL 1006		MODEL 1005
28½"	Horizontal Overall Extension	19"
	Vertical Rise to Bottom of Shade	
14½"	Normal Lowered Position	13½"
18¾"	Normal Raised Position	17⅝"
18⅛x5⅜x2⅛"	Shade—Overall—1-Tube Model	18⅛x5⅜x2⅛"
18⅛x6½x2½"	Shade—Overall—2-Tube Model	18⅛x6½x2½"
5⅞x4⅜x1⅞"	Combination Base-Clamp Overall	5⅞x4⅜x1⅞"
1⅞"	Clamp Opening	1⅞"
13 lbs.	Shipping Weight of 1-Tube Models	12½ lbs.
14½ lbs.	Shipping Weight of 2-Tube Models	14 lbs.



MODEL 1006
Vertical and horizontal adjustment, with double extension arm, triple swing.



MODEL 1005
Vertical and horizontal adjustment, with single extension arm, double swing.

MIDCO the Perfectlite in NEW DESIGNS, NEW MODELS and an entirely NEW engineering technique in Two-Light design for fluorescent portable lamps to meet every supplementary lighting requirement. There is NOW a MIDCO model ideally suited to the most exacting requirement of the executive, professional man, architect, artist, draftsman, secretary, student—over business machines and other applications in business, school and the home.

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SPECIFICATIONS . . . Desk Lamp Models

4900 SERIES		4200 SERIES
14¼"	Height Overall 1-tube model	14¾"
14⅝"	Height Overall 2-tube model	15⅛"
12⅛"	Height to bottom of shade—both models	12⅝"
18⅛x5⅜x2⅛"	Shade—Heavy gauge steel—Adjustable—1-Tube	18⅛x5⅜x2⅛"
18⅛x6½x2½"	Shade—Heavy gauge steel—Adjustable—2-Tube	18⅛x6½x2½"
	Columns—All metal	
9¾x5⅛x1¾"	Base—Cast Metal (counter balanced)	10¾x5¾x2⅛"
10 lbs.	Shipping Weight—1-Tube models	13 lbs.
11½ lbs.	Shipping Weight—2-Tube models	14½ lbs.

All Electrical Parts Underwriter Approved

MIDCO *adjustable-arm floor lamp*

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2000 Series Fluorescent Floor Lamp

MIDCO's exclusive mechanical development for horizontal and 5" vertical adjustment.

MIDCO the PERFECTLITE

FINEST CUSTOM QUALITY

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It has no equal for its fine quality light for reading, sewing, writing and other useful purposes within the home.

With lighting levels of the single and 2-tube models measuring up to 120 to 200 foot candles respectively, there is more light available than may ever be needed for the most severe tasks.

Its graceful lines and beautiful finishes harmonize perfectly in surroundings of fine appointments in either the office or home, and will be a source of great satisfaction and pride to the owner.

SPECIFICATIONS . . . MIDCO Floor Lamp.

Horizontal overall extension	28½"
Height overall in lowered position	45"
Vertical rise from lowered position	5"
Desk top to bottom of shade in lowered position	12¾"
Desk top to bottom of shade in raised position	17¾"
Base overall (circular)	11½" wide. 3¾" high
Weight of base	Approx. 19 lbs.
Shade	Dimensions same as shown for other MIDCO models
Weight—2-Tube model 27 lbs.	Shipping Weight 35 lbs.

Dependable • Versatile

GENERAL SPECIFICATIONS . . . All Models.

Tube—Designed for one or two T-8 15 watt Mazda F fluorescent tubes.

Dual Reflectors—MIDCO's exclusive principle of light control.

Manual Switch for Instant Starting on A. C. or D. C.

Ballast—Normal Power Factor standard for one or two light models.

High Power Factor for 2-light models will be furnished when specified at additional cost.

Line Cord—8 ft. G. E. Flamenol or Rubber Covered.

All models wired for 110-120 volt 60 cycle Alternating Current but will operate equally satisfactorily on Direct Current when used with a D. C. Conversion element which can be furnished at additional cost, when specified.

For one-tube models a portable D. C. Conversion Resistor will be supplied for use in connection with regular A. C. Line Cord.

For two-tube models the lamp will be wired for D. C. operation with an 8 ft. D. C. Conversion Cord. . . . . .

Finish: All MIDCO models are available in a choice of three most attractive durable finishes in one-tone and two-tone effects—i.e.—Corduroy Brown Wrinkle and Gold, and MIDCO's exclusive smooth finishes in English Antique Bronze and Gold and Metallescent Gray and Silver.

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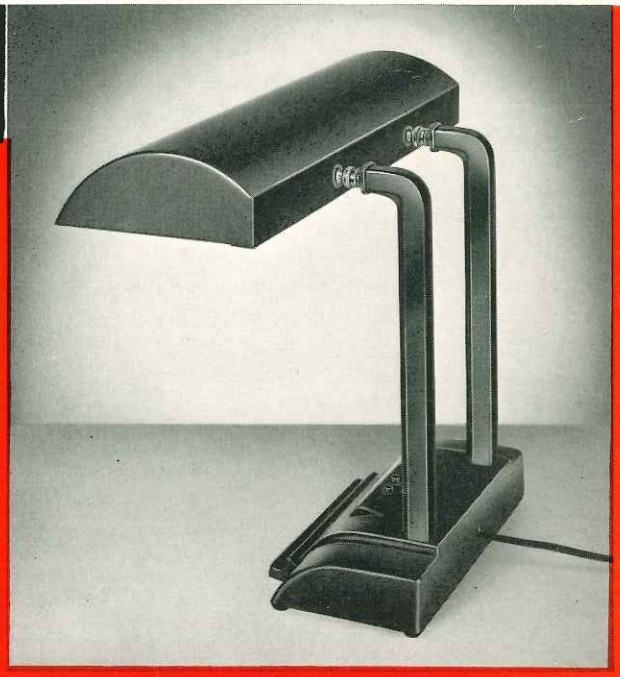

4200 SERIES DESK LAMP

A Beautiful Lamp From Any Angle

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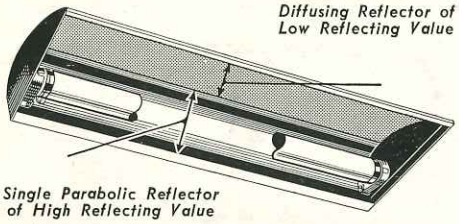
A REVELATION IN LIGHTING CAPACITY
UNIFORM DISTRIBUTION AND CONTROL

MIDCO'S EXCLUSIVE DUAL REFLECTOR for 1-Tube models



MIDCO the PERFECTLITE
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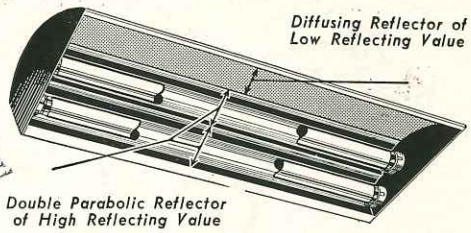
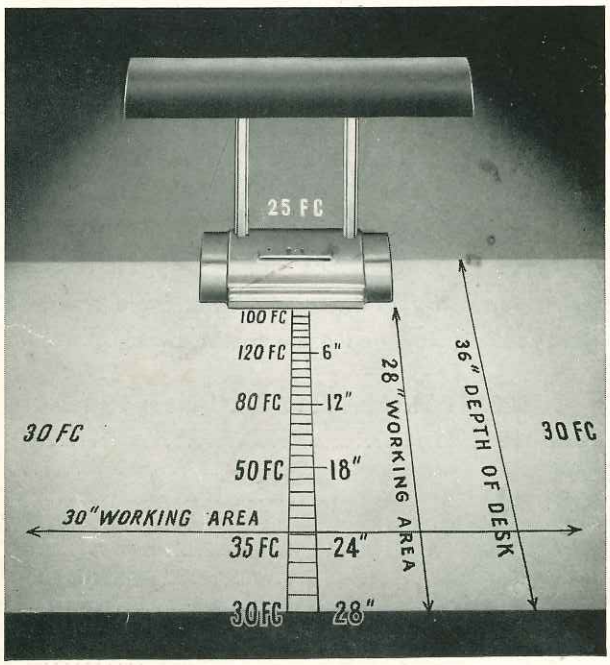
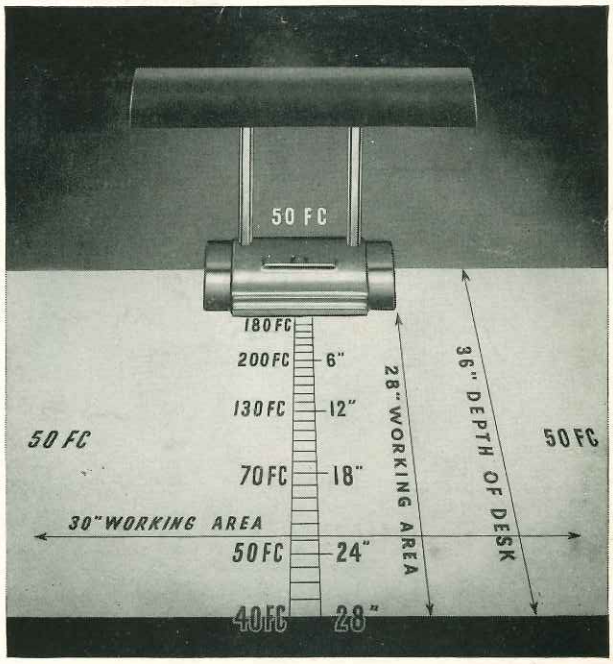
MIDCO'S EXCLUSIVE DUAL REFLECTOR for 2-Tube models



This Scientific light-distributing principle is the distinguishing feature of all MIDCO the Perfectlite models.



MIDCO LIGHTING CHARTS
1-Tube
2-Tube



Scientific Adjustment for Maximum Vision

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To assist in the proper understanding of lighting values of fluorescent portable lamps, and to permit of comparisons of the lighting efficiency of MIDCO lamps with others, we are illustrating above the measured output of evenly distributed light of the One and Two-Tube MIDCO desk lamp models.

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LIGHT METER CHART

The accompanying chart is a reproduction of that used on standard light meters, and indicates the amount of light—measured in foot candles—needed to provide "comfortable seeing" conditions for different tasks—as recommended by Lighting Authorities.

These Authorities — after years of research — have determined the correct amount of light needed, and for ordinary office work, recommend an average of 50 foot candles of a good quality light.

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Let the scientific information provided in this chart help in the selection of a fluorescent lamp on the basis of its efficiency as a unit of light.

The charts above, illustrating MIDCO's distribution of light, may well serve as a standard for comparison.

MIDWEST NATURLITE COMPANY • 228 West Kinzie Street, Chicago 10, Illinois.

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A-1 DESK LIGHT

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MIDCO

THE PERFECTLITE FOR COMFORTABLE SEEING

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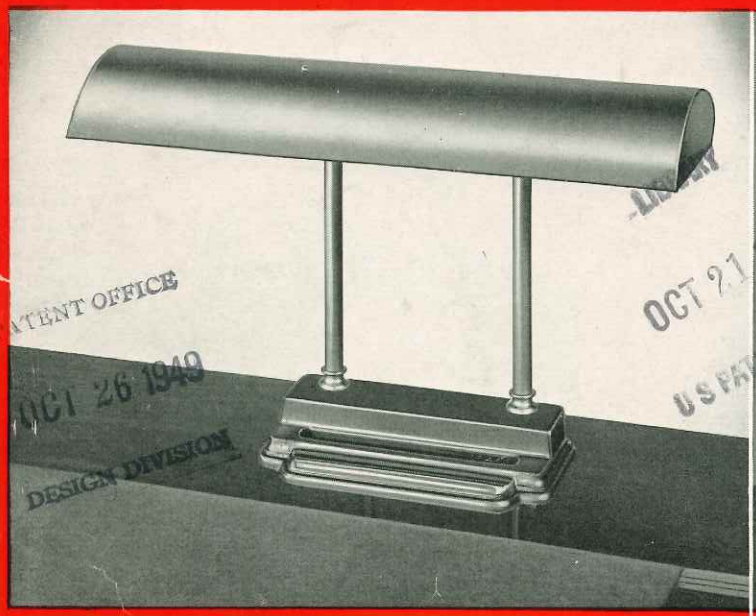
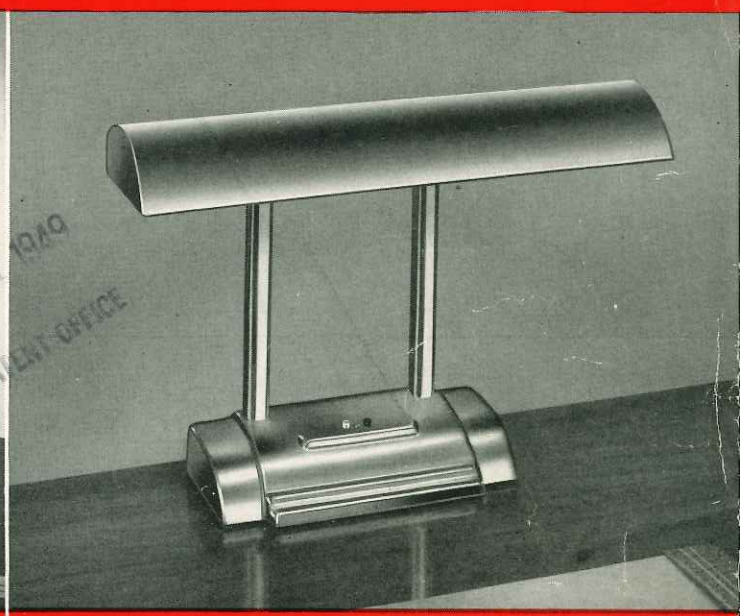
DESK

Nothing could be finer



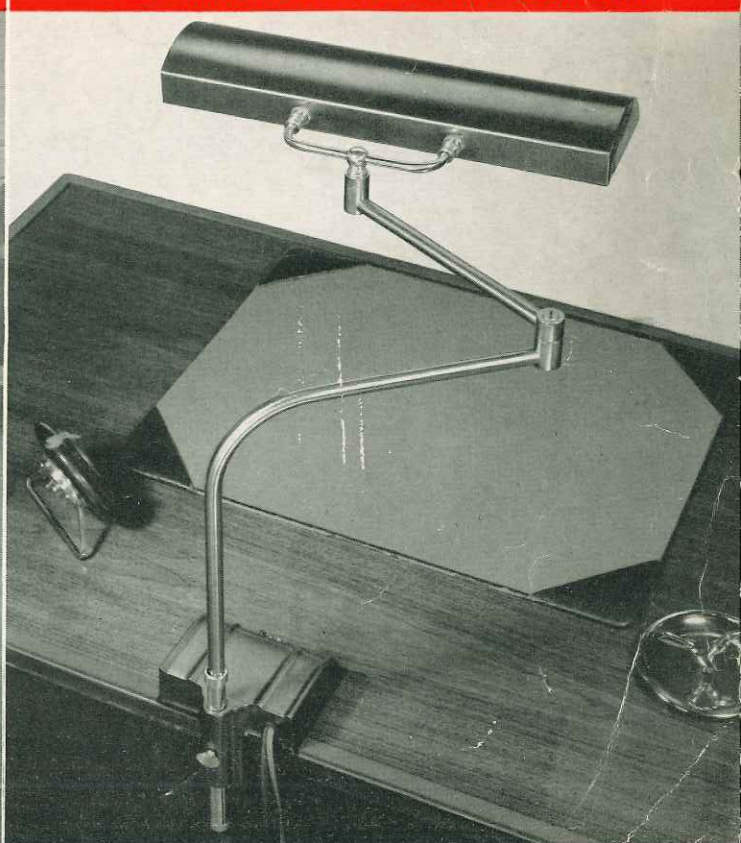
4900 SERIES DESK LAMP



4200 SERIES DESK LAMP

2000 SERIES ADJUSTABLE-ARM FLOOR LAMP

1006 SERIES ADJUSTABLE-ARM DESK LAMP



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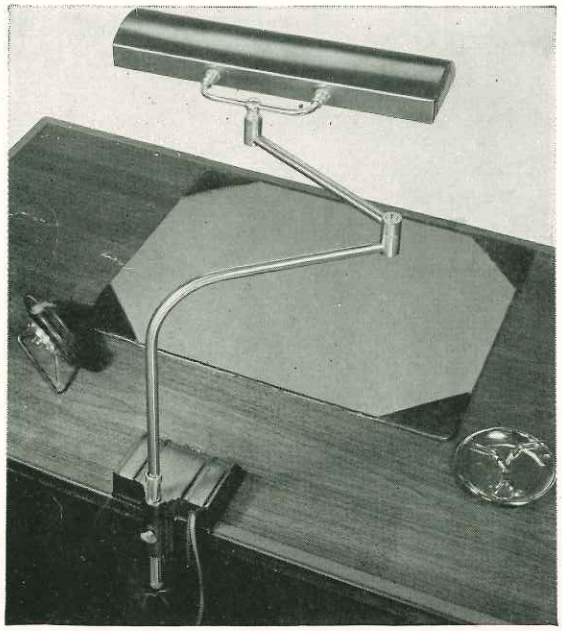

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Vertical and horizontal adjustment, with double extension arm, triple swing.

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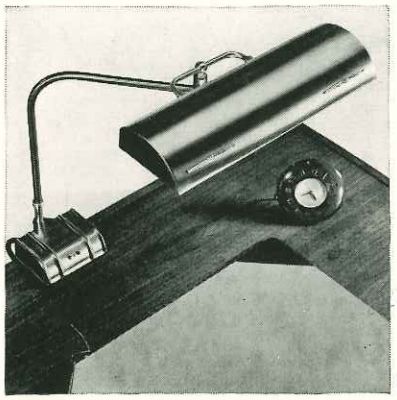

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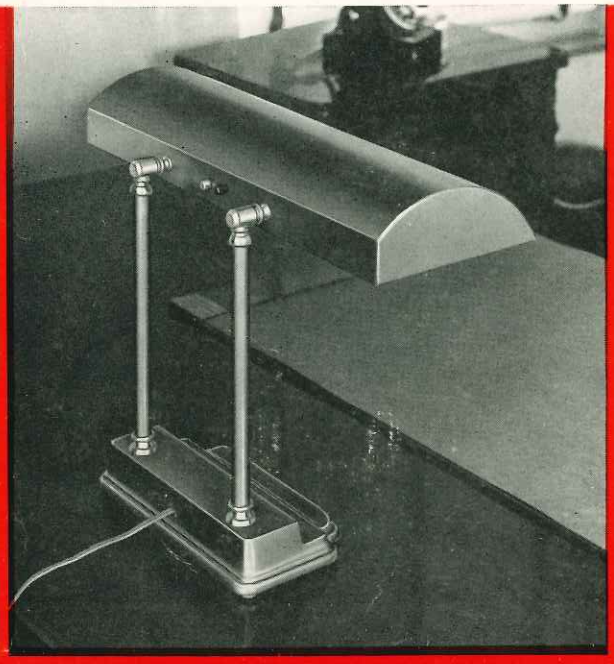

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MIDCO *adjustable-arm floor lamp*

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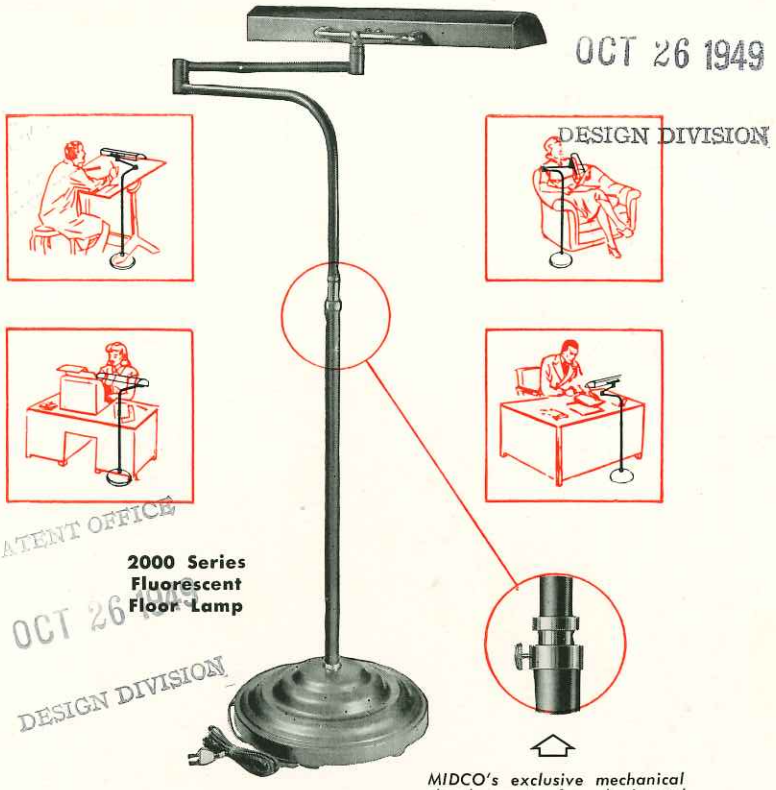

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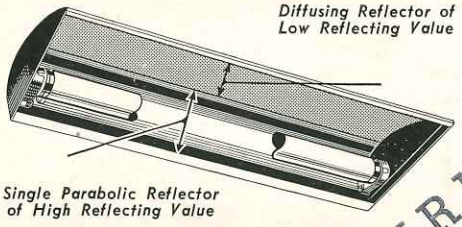

MIDCO the Perfectlite
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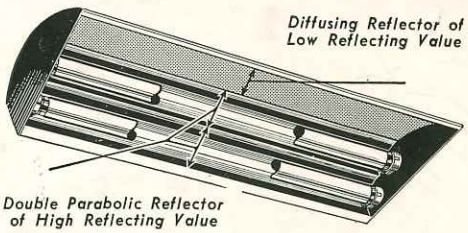
MIDCO'S EXCLUSIVE DUAL REFLECTOR for 2-Tube models



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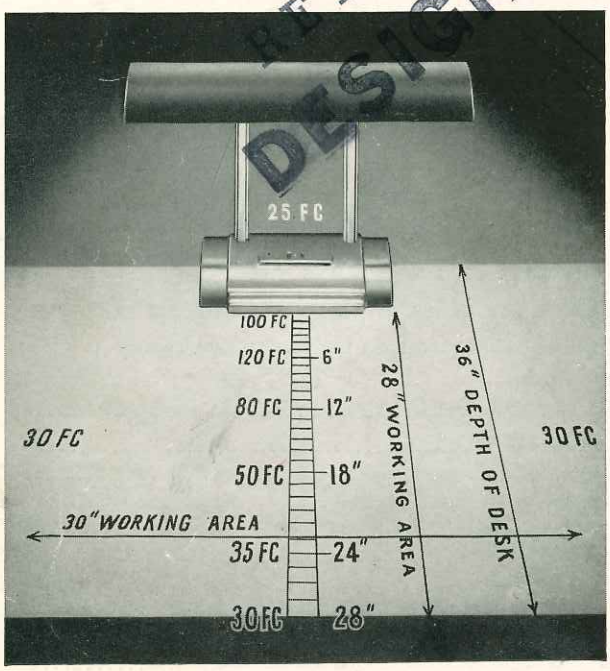
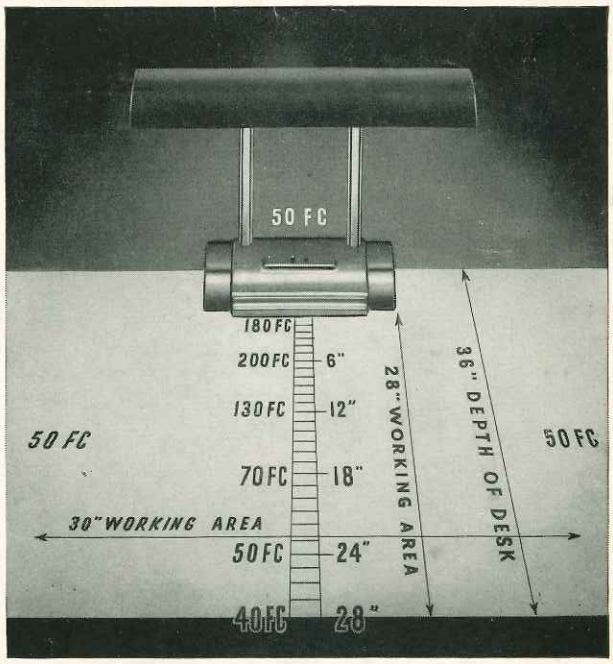


MIDCO LIGHTING CHARTS
1-Tube
2-Tube



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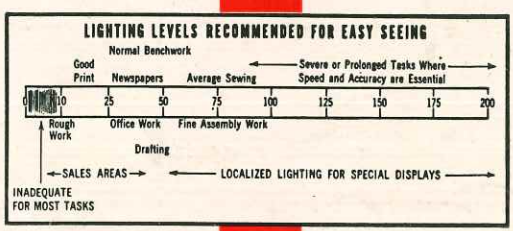

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